

● CULTURE AND DESIGN MANAGEMENT ●

○ Curriculum Chart ○

Goal

The Culture and Design Management (CDM) major aims to nurture and train globally talented individuals who can plan, produce and manage creative contents and new businesses in culture industry through convergence among culture, design, and technology. As the supply exceeds the demand and technical barriers get increasingly lower, companies and countries are investing aggressively on ensuring design capabilities for exposing their own cultural identities. In order to keep up with this today's market trend, CDM major provides a variety of programs for students to prepare practical experiences as well as fundamental knowledge regarding culture industry. More specifically, students can cultivate the following skills through this program: (1) An ability to understand the unique cultural characteristics of a country and to plan into universal cultural experience/products. (2) Understanding of the design skills and technology that put creative ideas into reality, and (3) a managerial ability for strategic marketing, branding, promoting, and globally distributing cultural products and businesses.

Curriculum

The curriculum of CDM major is divided into three sub-programs. The first is a program that cultivates Arts and Humanities ability related to creating and planning original cultural contents. It includes subjects such as Modern Design History, Korean & Asian Culture and Aesthetics, and Contemporary Topics in Culture & Design. Students in this program can build a solid basis for creative thinking and conceptualization. The second is Design and Technology for delivering concrete products or services. Included subjects are Design Studios, Service Design, and Computer Programming. Students will be equipped with design and technical skills to realize their imagination. The third program is Management for the ability to plan, implement, and evaluate cultural products and design businesses. Included subjects are Art Management, Strategic Marketing, Design Innovation and Brand Management. In addition to these three programs, students can obtain practical knowledge to become professional leaders through Global Internship, Creative Practice & Entrepreneurship, Intellectual Property Law, and Leadership Seminars.

Career

Through the programs that CDM major provides, students can identify career paths that fit their aptitudes within the culture industry. Examples in product and service planning are event planning experts, corporate managers in major companies, and design merchandise planners. Students with interest in designing can be creative directors, fashion MDs, or digital content producers. Corporate brand manager, strategic global marketer, design business consultants, policy makers and art curators are the careers for students whose strength is in management. Related domestic firms in private sector includes CJ/SM Entertainment that produce and distribute cultural contents, fashion brands by Samsung and LG, and IT companies including Naver and NC soft.

Faculty

CDM major is composed of world-class level faculty members from various departments of Yonsei University. Participating parties include, but not limited to, College of Human Ecology, School of Business, College of Law, and College of Engineering. A noteworthy fact is that we are seeking synergies through close collaboration with other departments in Yonsei International Campus such as the School of Integrated Technology.

YR	CLS	COURSE TITLE	CR	LEC (LAB)
1	MR	INTRODUCTION TO CULTURE & DESIGN MANAGEMENT	3	3(0)
	MR	CREATIVE THINKING & VISUALIZATION	3	2(2)
	ME	COMPUTER PROGRAMMING BASICS	3	2(2)
2	ME	HISTORY OF MODERN DESIGN	3	3(0)
	ME	THEORY AND PRACTICE OF CULTURAL STUDIES	3	3(0)
	ME	DESIGN 1: ELEMENTS AND ORGANIZATION	3	2(2)
	ME	INTRODUCTION TO CULTURE & DESIGN BUSINESS	3	3(0)
	MR	CULTURE & FASHION TRENDS IN CONSUMPTION	3	3(0)
	ME	DESIGN 2: DESIGN & TECHNOLOGY	3	2(2)
	ME	CONTEMPORARY TOPICS IN CULTURE & DESIGN	3	3(0)
	ME	COMPUTER PROGRAMMING BASICS	3	2(2)
	MR (IM)	LEADERSHIP SEMINARS IN TECHNO-ART ENTREPRENEURSHIP	3	3(0)
3	ME	KOREAN CULTURE & AESTHETICS	3	3(0)
	ME	DESIGN 3: CROSS-CULTURAL DESIGN	3	2(2)
	ME	DESIGN INNOVATION	3	3(0)
	ME	SERVICE DESIGN	3	3(0)
	ME	DESIGN 4:GLOBAL CULTURE AND ART WORKSHOP	3	2(2)
	ME	DESIGN RESEARCH PRACTICE	3	2(2)
	ME	DESIGN PROJECT MANAGEMENT	3	3(0)
	ME	BRAND MANAGEMENT OF CULTURE & FASHION	3	2(2)
	ME	GLOBAL INTERNSHIP 1	3	2(2)
4	MR	CREATIVE PRACTICE & ENTREPRENEURSHIP	6	4(4)
	ME	STRATEGIC MARKETING FOR CULTURE & DESIGN	3	3(0)
	ME	GLOBAL CULTURE & LUXURY MANAGEMENT	3	2(2)
	ME	ACADEMIC-INDUSTRY PROJECT 1	3	2(2)
	ME	ACADEMIC-INDUSTRY PROJECT 2	3	2(2)
	ME	INTELLECTUAL PROPERTY LAW	3	3(0)
	ME	ARTS & MANAGEMENT	3	3(0)

○ Major/Minor Requirements ○

- Major: Students admitted in 2013 and thereafter must take 45 credits from Culture and Design Management major course listings including the following five required courses (18 credits): Introduction to Culture and Design Management, Creative Thinking & Visualization, Culture and Fashion Trends in Consumption, Leadership Seminars in Techno-Art Entrepreneurship, and Creative Practice & Entrepreneurship (6 credits).

- Double Major: Students admitted in 2013 and thereafter must complete the following five required courses (18 credits): Introduction to Culture and Design Management, Creative Thinking & Visualization, Culture and Fashion Trends in Consumption, Leadership Seminars in Techno-Art Entrepreneurship, and Creative Practice & Entrepreneurship (6 credits).
 - Minor: 18 credit-hours are required including the following two required courses (6 credits): Introduction to Culture and Design Management, and Culture and Fashion Trends in Consumption.
- * If a course is listed under multiple majors, the course will be counted towards fulfilling only one of the majors. Therefore, students should choose which major the course will be counted towards.

○ Course Descriptions ○

INTRODUCTION TO CULTURE & DESIGN MANAGEMENT

The goal of this course is to learn and practice design principles established in academics disciplines related to culture, design, and management. The course consists of a series of lectures and design workshops by participating CDM faculty members. Special guest lectures will also introduce current issues and state of the art technologies spread in modern cultural industry. Through this course, students will obtain fundamental knowledge and hands-on experience required by more advanced CDM courses.

CREATIVE THINKING & VISUALIZATION

The purpose of this course is to help the student develop techniques for idea generation and design concept evolution by maximizing his or her imagination and intuition. At the beginning of each class, in an effort to enhance the designer's basic representation techniques, we will cover foundational diverse visualization skills that enable a student to depict characteristics and properties of design concepts. During the latter session of each class, we will cover diverse design representation techniques in order to facilitate creativity for design practices.

COMPUTER PROGRAMMING BASICS

This course introduces fundamental knowledge on computer hardware and software to non-computer major students. Students will practice basic programming techniques and be able to understand how a program is executed within modern computer system. The covered topics include, but not limited to, overall hardware structure, machine representation, internet technology, operating system, and basic data structures and algorithms. The programming language used at each semester may vary depending on the problem designers are facing. No prior programming experience required.

HISTORY OF MODERN DESIGN

This course takes the student on a journey to the modern design history from the 19th to 21st century. In this course, the student will explore the meaning of design and its relationship to social and cultural contextual changes. This objective will be accomplished through an intense historical overview of products from all design fields. The topics to be covered in class are Arts and Crafts Movement, the Pre-Raphaelite Brotherhood, Art Nouveau, De Stijl Movement, Bauhaus, and modern design of the United States and Scandinavian countries. Students will also understand post-modern design theories through discussing concepts such as kitsch, humor, and emotion.

THEORY AND PRACTICE OF CULTURAL STUDIES

This course introduces global culture and design trends, social and cultural values in the global environment, and key elements of culture and design industry. Students will use various practices

such as, but not limited to, literature, painting, photography, music or film for understandings of such industry. The class assesses the prospects of both nationalism and globalism in design and culture.

DESIGN 1: ELEMENTS AND ORGANIZATION

This studio-based class introduces theories and practices related to geometric form and order. Students will learn aesthetic meaning of various geometric forms and study the principles for combining them into an organization. These understandings are practiced by manipulating various design materials with unique natural properties. Through a series of design experiments, students will develop their own aesthetic sense as well as workmanship.

CULTURE & FASHION TRENDS IN CONSUMPTION

This course introduces overview of consumption, culture and fashion trends from perspectives of consumers including fashion, luxury, lifestyle, social responsibility, consumer policy and privacy.

INTRODUCTION TO CULTURE & DESIGN BUSINESS

This course covers the overview of culture and design business and helps students prepare for career opportunities in cultural and design business.

CONTEMPORARY TOPICS IN CULTURE & DESIGN

This course covers the latest trends and issues of culture and design industry and includes analysis of business implications from the research project.

DESIGN 2: DESIGN TECHNOLOGY

The primary goal of this studio-based class is to understand existing technologies and investigate their potential as novel design media. Students will develop software and hardware skills by creating digital contents with (non)commercial digital authoring tools. The relevant topics include physical computing, computer graphics, computational design, parametric design, and media art. Through the collaboration with engineering departments, the state-of-the-art interfaces or the latest graphics algorithms may also be experimented from a designer's perspective.

KOREAN CULTURE & AESTHETICS

The global success of so-called Korean Wave showed us the importance of cultural value as a national identity as well as a business opportunity. In this course, students will understand what constitutes identity of a nation and how its aesthetic value can be utilized to enhance cultural awareness. The topics to be covered include the definition and the scope of aesthetics, history of Western and Eastern aesthetics, and the aesthetic characteristics found in Korean traditional arts.

DESIGN 3: CROSS-CULTURAL DESIGN

As the psychological and physical distances between countries get smaller and smaller, the similarity and difference between different cultures are becoming a major concern when designing products and services. In this class, students will work on design problems within unfamiliar context at different countries. The primary purpose of this class is to allow students to develop a fresh view of a design problem via ethnographic research and develop design solutions that are realistic and affordable in the given conditions.

SERVICE DESIGN

In this course, students will learn fundamental theories, methods, and business cases that are relevant to service design. Given the main concept of the design, a team of students with different backgrounds collaborate from the problem definition to the evaluation of the solution. Throughout the design process, various service design techniques such as journey map or blue print are introduced and exercised.

DESIGN INNOVATION

This course explores classic texts on innovation and entrepreneurship with a special attention on design and/or technology driven cases. By critically analyzing successful and unsuccessful examples, students will understand the growing importance of design as a business strategy. The course also

teaches what design thinking is and how it may be applied within the product development cycle. As a final project, a team of students should come up with a new model that will innovate traditional business practices.

DESIGN 4: GLOBAL CULTURE & ART WORKSHOP

This is the most advanced studio-based class that covers global culture & art. Through a series of hands-on workshops, students will learn how to create art contents with an emphasis on delivering cultural uniqueness. The format of final outcome may vary: fashion or accessory items, digital media work, interactive products or data visualization. The goal is to nurture artistic sensitivity by practicing the capability to express their imagination.

DESIGN RESEARCH PRACTICE

In this course, a team of students will partner with a selected external (profit/non profit) organization on a project that enhances the service experience. Students will analyze the given problem, develop creative design ideas and propose the final solution. The experience of collaborating with professional designers will help students prepare the communication skills as well as design skills required to become an efficient, capable expert.

DESIGN PROJECT MANAGEMENT

The purpose of this course is to grow design leadership required as a project manager. Students will learn various design process techniques for managing time/human/financial resources and be able to apply them in real life situations. A deeper focus will be put on a set of managerial skills unique to design industry.

BRAND MANAGEMENT OF CULTURE & FASHION

This course provides the learning of global brand management theory and cases, and the practice of new brand launching plan and branding strategy.

GLOBAL INTERNSHIP

Students will have opportunities to work with international companies through a one-semester internship. The main purpose of the course is to provide students with basic interviewing/organization skills and job experience for finding their future career path.

CREATIVE PRACTICE & ENTREPRENEURSHIP (6)

In this class, students will experience the entire design process from the ideation to commercialization. A team with different skills and talents will develop products or services that can lead to a new business within cultural industry. Depending on the problem a team is facing, different types of approach are highly encouraged: technology-driven, a work of art, design innovation, or new service product. The final outcome will be presented to and assessed by an external committee.

STRATEGIC MARKETING FOR CULTURE & DESIGN

Students will learn basic marketing principles, concepts, cases and practices utilized in the culture and design industry. Strategic marketing focuses on business environment analysis, STP strategy, marketing mix including product, pricing, distribution, and promotion policy.

GLOBAL CULTURE & LUXURY MANAGEMENT

This course provides the learning of theories, knowledge and practical tools utilized in the global culture business environment. Students will learn the nature of cultural differences, the challenges of cross-cultural communication, and various cross-cultural management issues.

LEADERSHIP SEMINARS IN TECHNO-ART ENTREPRENEURSHIP

This course provides a series of lectures by leaders in design, technology, and management sectors. Students will learn about various career paths available to Techno-Art graduates. This is integrated major course shared by all three Techno Art majors.

ACADEMIC-INDUSTRY PROJECT

This is a design studio course carried out in partnership with external organization. Students will

identify problems and issues related to the real-life situations in daily-life-services and focus on developing strategies and services that affect the well-being and quality of life.

INTELLECTUAL PROPERTY LAW

This course begins with the basic principles of business law, overall judicial system and intellectual property. The latter part will discuss topics like patent rights, patent rights on new devices, trademark rights, and copyrights by investigating different regulatory mechanisms and international treaties. Students will be able to enhance their understanding of the theoretical and practical reality of laws governing intellectual property rights.

ARTS & MANAGEMENT

The purpose of this course is to provide national qualification for students with interest in art management. Students will be introduced to the overall art industry and museum management, by understanding how art can be managed as properties with monetary values. Other topics such as art policy, curating, art education and performing arts planning will also be presented and discussed.